We claim:

- 1. An isolated heart homing peptide that selectively homes to cardiac tissue.
- 2. The isolated heart homing peptide of claim 1, comprising an amino acid sequence selected from the group consisting of:

GGGVFWQ (SEQ ID NO: 2);

HGRVRPH (SEQ ID NO: 3)

VVLVTSS (SEQ ID NO: 4);

functionally equivalent modification thereof.

- 3. The isolated heart homing peptide of claim 2, having a length less than forty amino acids.
  - 4. The isolated heart homing peptide of claim 2, having a length of less than fifteen amino acids.
- 5. The isolated heart homing peptide of claim 2, comprising the amino acid sequence GGGVFWQ (SEQ ID NO: 2), or a functionally equivalent modification thereof.
- 6. The isolated heart homing peptide of claim 5, comprising the amino acid sequence GGGVFWQ 25 (SEQ ID NO: 2).
  - 7. The isolated heart homing peptide of claim 6, which is GGGVFWQ (SEQ ID NO: 2).

- 8. The isolated heart homing peptide of claim 2, comprising the amino acid sequence HGRVRPH (SEQ ID NO: 3), or a functionally equivalent modification thereof.
- 9. The isolated heart homing peptide of claim 8, comprising the amino acid sequence HGRVRPH (SEQ ID NO: 3).
  - 10. The isolated heart homing peptide of claim 9, which is HGRVRPH (SEQ ID NO: 3).
- 11. The isolated heart homing peptide of claim 2, comprising the amino acid sequence VVLVTSS (SEQ ID NO: 4), or a functionally equivalent modification thereof.
- 12. The isolated heart homing peptide of claim 11, comprising the amino acid sequence VVLVTSS (SEQ ID NO: 4).
  - 13. The isolated heart homing peptide of claim 12, which is VVLVTSS (\$EQ ID NO: 4).
- 14. The isolated heart homing peptide of claim 2, comprising the amino acid sequence CLHRGNSC (SEQ ID NO: 9), or a functionally equivalent modification thereof.
- 15. The isolated heart homing peptide of claim 14, comprising the amino acid sequence CLHRGNSC (SEQ ID NO: 9).
  - 16. The isolated heart homing peptide of claim 15, which is CLHRGNSC (SEQ ID NO: 9).

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- 17. The isolated heart homing peptide of claim 2, comprising the amino acid sequence CRSWNKADNRSC (SEQ ID NO: 10), or a functionally equivalent modification thereof.
- 5 18. The isolated heart homing peptide of claim 17, comprising the amino acid sequence CRSWNKADNRSC (SEQ ID NO: 10).
- 19. The isolated heart homing peptide of 10 claim 18, which is CRSWNKADNRSC (SEQ ID NO: 10).
  - 20. A conjugate, comprising a heart homing peptide linked to a moiety,

said heart homing peptide comprising an amino 15 acid sequence selected from the group consisting of

> GGGVFWQ (SEQ ID NO: 2); HGRVRPH (SEQ ID NO: 3);

> VVLVTSS (SEQ ID NO: 4);

CLHRGNSC (SEQ ID NO: 9); and

CRSWNKADNRSC (SEQ ID NO: 10), or a functionally equivalent modification thereof.

- 21. The conjugate of claim 20, wherein said moiety is selected from the group consisting of a therapeutic agent, a detectable agent and a tag.
- 25 22. The conjugate of claim 20, wherein said therapeutic agent is a vascular endothelial growth factor (VEGF).
  - 23. The conjugate of claim 20, wherein said therapeutic agent is a fibroblast growth factor (FGF).

- 24. A method of treating a cardiovascular disease in a subject, comprising administering a conjugate comprising a heart homing peptide linked to a therapeutic agent,
- said peptide comprising an amino acid sequence selected from the group consisting of

GGGVFWQ (SEQ ID NO: 2);

HGRVRPH (SEQ ID NO: 3);

VVLVTSS (SEQ ID NO: 4);

10 CLHRGNSC (SEQ ID NO: 9); and

CRSWNKADNRSC (SEQ ID NO: 10), or a functionally equivalent modification thereof:

- 25. The method of claim 24, wherein said cardiovascular disease is atherosclerosis.
- 15 26. The method of claim 24, wherein said cardiovascular disease is restenosis.
  - 27. An isolated peptide that selectively homes to ischemic tissue.
- 28. The isolated peptide of claim 27, which 20 is a peptide comprising the amino acid sequence CRSWNKADNRSC (SEQ ID NO: 10), or a functionally equivalent modification thereof.
  - 29. The isolated peptide of claim 28, having a length of less than forty amino acids.
- 30. The iso ated peptide of claim 28, having a length of less than fifteen amino acids.

- 31. A conjugate, comprising a peptide that selectively homes to ischemic tissue, said peptide linked to a moiety.
- 32. The conjugate of claim 31, said peptide comprising the amino acid sequence CRSWNKADNRSC (SEQ ID NO: 10).
  - 33. The conjugate of claim 32, wherein said moiety is selected from the group consisting of a therapeutic agent, a detectable agent and a tag.
- 34. A method of treating ischemic disease in a subject, comprising administering a conjugate comprising an ischemic tissue selective peptide that selectively homes to ischemic tissue, said peptide linked to a moiety.

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